

THE ROLE OF ENTREPRENEURIAL MARKETING IN IMPROVING ORGANIZATIONAL PERFORMANCE IN THE HOTEL BUSINESS

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ABSTRACT

The hotel industry is face competition is very tight, so there needs to be method creative and flexible marketing. This study aims to examine how entrepreneurial marketing can help increase hotel organizational performance. The method used is qualitative descriptive in a way collect data through interview in-depth, observation, and analysis of documents involving management as well as hotel staff. The results of the study show that the application of entrepreneurial marketing, through continuous service innovation, adjustments experience guests, creativity in marketing, as well as courage and risk management, can produce significant increase in income, level residence, loyalty customers, and the hotel's image. Although thus, there is challenges such as limitations resources, rejection of existing organizational culture, and adaptation to digital technology. Implications from this research highlights the need for human resource development, investment in trusted digital technology, and changes in organizational culture to support the success of marketing strategies innovative in the hospitality sector. This finding contributes both financially and theoretical and practical in developing entrepreneurial marketing in the sector service.

Keywords: *entrepreneurial marketing, organizational performance, innovation*

INTRODUCTION

Hospitality industry currently experiencing increasing competition complicated both domestically and international. This change is driven by technological advances, shifts in preferences consumer as well as increasing hope will quality and innovation in all services encourage hotel business actors to continue adapt to a highly volatile business climate (Mathews 2000; Zeqiri 2024) . Not only five- star hotels but also lodgings size small until intermediate now required to respond market shifts with more creative and flexible strategies (Napierała and Birdir 2020; Ziyae, Sadeghi, and Golmohammadi 2022) . In this case, the marketing approach traditional in nature rigid and less sensitive to changes in the business